

## #startupoftheday 41- MyDentalPlan Healthcare Pvt Ltd

28 October 2021 | Features

### Profoundly changing the shape of dental care in India

**Inception-** 2015

**Location-** Jaipur

**Domain-** Dental care

**Founders-** Dr Mohender Narula (Chairperson), Dr Anandakrishna GN (Director) and Dr S Girish Rao (Director)

**Total team strength-** 46 (Sales- 14; Marketing- 14; IT- 6; Operations-5; and Support- 14)

**Total funds raised** – Rs 5 Crore

**Investor-** Safe Planet Medicare

**Revenue generated since inception-** NA

#### Key Highlights

- Holds the Guinness Book of World Record for the most number of people brushing their teeth at a single venue
- Launched a few innovative treatment plans that significantly lowers the cost of preventive treatment
- Standardising the fee structure for various dental procedures and bringing in pricing transparency
- To enable the dental insurance market in India
- Present in 250 cities, PAN India with a 1700+ clinic base
- To expand footprint to 300+ cities in India by the end of this year

#### Founder Speaks-

*"The dental market with little support can grow as much as 10X in the next 5 years. Affordability and access to quality dental care is the key which MDP strives to deliver each day to its customers."*

**-Har minder Singh Multani, Chief Excutive Officer, MyDentalPlan, Jaipur**